

## **Olafur Eliasson reveals the design of his latest Little Sun solar lamp, Little Sun Diamond, at this year's Design Indaba**

**Berlin, March 2017 – At last week's Design Indaba, the Conference of Creativity in Cape Town, Olafur Eliasson presented the fresh design of the new Little Sun lamp. Little Sun Diamond will officially be launched on the market in Autumn 2017.**

The Little Sun Diamond is the third and, so far, the smallest solar lamp designed by Olafur Eliasson and features a crystalline, faceted lens inspired by nature. Its muted colour scheme, minimalistic design and the incorporated stand distinguishes it from the more colourful, iconic Little Sun Original lamp. Little Sun Diamond is pocket-sized, featherweight and radiates a magical, sparkling glow. Robust as it is beautiful, it is the best friend for urban explorers.

Used on the incorporated stand, the Diamond is a tasteful and ethical reading lamp and adds a soothing ambience at home or in the garden. Worn with the lanyard, the Diamond makes a stylish flashlight for festival goers and campers. Though the design of the new lamp has been revealed now, the product will be available to purchase in Autumn of this year online and in retail stores around the globe.

In areas without access to energy, people often use kerosene lanterns for lighting. By using Little Sun instead, people save money and CO<sub>2</sub> emissions. Since its launch in 2012, Little Sun has delivered more than 500,000 solar lamps worldwide, with half of them going to rural communities in Africa. This way, more than 99,995 tonnes of CO<sub>2</sub> have been reduced and families have been able to save over \$55 million dollars on energy expenses.

When you buy a Little Sun Diamond in an area of the world with electricity, you make it possible for Little Sun Diamonds to be made available to people living without electricity at locally affordable prices. In this way, that same, beautiful sparkle of the Diamond will shine all across the globe: whether they are connected to the electrical grid or not.

Eliasson touched upon the Little Sun story at Design Indaba and addressed an ever-present question: can design really change the world? Little Sun believes not only that it can, but that it *is*.

### **About Little Sun**

Little Sun is a social business and global project founded by artist Olafur Eliasson and engineer Frederik Ottesen to bring clean, reliable, affordable energy to the 1.1 billion people in the world living in off-grid areas without electricity. The project's first product, the Little Sun solar lamp, is sold all over the world. The second product, Little Sun Charge, a solar phone charger, was made possible thanks to a crowdfunding campaign and introduced at last year's Ambiente trade show in Frankfurt, Germany. Now it has been sold widely in Europe as well as in the US and Africa. Purchasing Little Suns in areas of the world with electricity makes the products available in off-grid areas at reduced, locally affordable prices, where they provide a clean alternative to toxic and expensive fuel-based lighting and a steadfast and clean alternative to relying on the electrical grid.

Little Sun addresses the need for energy in a sustainable way that benefits off-grid communities by working with local entrepreneurs, creating local jobs, and generating local profits. The Little Sun project was officially launched in July 2012 at London's Tate Modern. Since then, more than 500,000 Little Suns have been distributed worldwide, with almost half going to off-grid areas. In April 2014, Little Sun received a ground-breaking \$5 million impact investment loan from Bloomberg Philanthropies, making it possible to scale Little Sun's operations across the African continent.

Find out more: [www.littlesun.com](http://www.littlesun.com)

### **Press contact**

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*Little Sun Diamond visuals:* <http://bit.ly/2ljo7bG>. *For general Little Sun info material, visit the Little Sun media page:* [littlesun.com/media](http://littlesun.com/media).



**Little Sun**

## **The Little Sun Family – The power of the sun for everyone**

### Little Sun Diamond – The beauty of solar, pocket-sized (launch in Autumn 2017)

Little Sun Diamond is pocket-sized, featherweight and radiates a magical, sparkling glow. Robust as it is beautiful, it is the best friend for urban explorers.



- 5 hours of sunlight gives you 4 hours of beautiful bright light
- Pocket-sized, featherweight and very robust
- Comes with a stand and a lanyard
- The best friend for urban explorers

### Little Sun Original - The power of the sun in the palm of your hand



- Dimensions: 12 cm Ø, Weight: 96g
- 5 hours of sunlight gives you 4 hours of bright or up to 50 hours of soft light
- Simple, one-button functionality: press to switch on, hold to dim
- Robust and durable: UV, impact, weather and dust resistant

### Little Sun Charge – Charge your phone. Charge your life.



- Dimensions: 14 x 14 x 2.5 cm, Weight: 346 g
- 7.5 hours of sunlight = a fully powered Charge to power smartphones, MP3 player, GoPro or other small devices or up to 155 hours of light
- One-button functionality for both the lamp and charge indicator
- Tough enough to withstand urban life and the great outdoors
- Comes with an adjustable lanyard and hook
- Add-on Stand available

## **The power of your purchase**

Every Little Sun product sold in an area of the world with electricity enables a Little Sun to be sold to someone living without electricity at a locally affordable price.



Little Sun is a proudly certified B Corporation.

